

Press Release

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IDEM Singapore – International Dental Exhibition and Meeting**More Exhibitors Choosing to Debut Products at
IDEM Singapore 2014**

Reflecting its growing importance as a gateway to Asian and particularly ASEAN markets, IDEM Singapore is becoming the platform of choice for many industry players from around the world looking to introduce new products and services to the region.



IDEM Singapore 2014
4 – 6 April 2014

www.idem-singapore.com

SmartBone**Switzerland**

The IDEM Singapore tradeshow in April 2014 will be the Asian debut of Smartbone, an innovative bone substitute specifically developed for bone regeneration in oral and maxillofacial reconstructive surgery. It is produced by Industrie Biomediche Insubri (IBI), an innovative high-tech Swiss biomedical company focused on research, development and production of medical devices for tissue engineering and regenerative medicine.

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Smartbone mimics human bone, is strong, resistant to shaping, screws and surgical fixation manoeuvres. A combination of natural mineral bone structures and bioactive polymers, this new concept for biomaterial assembly allows the patient's cells to grow quickly and efficiently into the Smartbone implant while its biopolymers degrade, providing perfect integration and osteogenesis.

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Invisalign G5 innovations**United States**

IDEM Singapore 2014 will also be the first opportunity for dentists in Asia to see Align Technology's new Invisalign G5 Innovations at a tradeshow. Designed by United States-based Align Technology, the new Invisalign G5 innovations are specifically designed for the treatment of deep bite malocclusions, engineered to help doctors achieve even better clinical outcomes when treating deep bites. Invisalign G5 offers comprehensive features dedicated to deep bite treatment, including:

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1. New SmartForce attachments and pressure areas designed to level the curve of Spee by improving control of premolar extrusion and anterior intrusion for more predictable deep bite treatments.
2. Precision aligner bite ramps designed to disocclude the posterior teeth for improved efficiency in deep bite treatments.

Bondfill SB

Japan

Bondfill SB is the latest innovation from Sun Medical, a Japanese company which has been contributing advancements to adhesive dentistry since it launched its core product Super-Bond more than 30 years ago.

Their latest offering, Bondfill SB, is a self-cure, self-adhesive resin for dental restorations. It contains 4-META/ MMA-TBB. Though it requires no bonding agent, Bondfill SB forms strong bonds to enamel, dentin and restorative materials without gapping and discolouration. It is also designed to absorb intense and complicated complex eternal stresses and greatly resist wear. The powder contains PMMA and TMPT reactive organic filler which creates a tough restoration that is hard yet still very resilient.

DentMILL 2014, DentMILL for Roland, and DentMILL for Roland Express

United Kingdom

From the United Kingdom hails Delcam, the world's leading specialist supplier of CAM software and services for the last 12 years, who will also be launching three new products to ASEAN markets at IDEM Singapore 2014.

The new DentMILL 2014, is the latest version of Delcam's open dental CAM solution, which is designed to mill all types of restoration from any dental CAD system on the market. It is built on Delcam's award-winning PowerMILL software for high-speed and five-axis machining, and can mill restorations in any material from PMMA to titanium. This new version adds high-end multi-implant milling to DentMILL and offers existing users of 2011 products a new simplified workflow.

A new package specifically for the Roland DXW-50 desktop machining system, DentMILL for Roland supports the production of crowns and bridges in zirconia, wax and PMMA on the DXW-50 and includes dedicated templates for the automated generation of three-axis and five-axis toolpaths specifically for the Roland equipment, plus libraries of proven tooling and fixturing.

The new DentMILL for Roland Express will also be debuting at IDEM Singapore 2014. It is designed specifically for Roland's DWX-4, the smallest member of Roland's DWX desktop machining systems.

AsaFresh

Italy

Asa Dental, a leading Italian manufacturer of dental instruments, will be introducing several new products including the new patented AsaFresh, a line of mint-scented saliva ejectors set to change the patient experience. With its cool mint scent, AsaFresh provides a pleasant freshness in the mouth and helps patients relax throughout the duration of the visit. Asa Dental will also be showcasing the latest version of their Spring Device for dynamic and static mandibular stretching as well as new additions to their Magic Color range of easy to use composite instruments with fun and distinctive coloured handles. According to Diana Ciapponi, their Export Area Manager Asia, Asa Dental will also be giving away some free gadgets to visitors to their stand.

MTA+, Endodontic Organiser, Endo Removal System

Poland

IDEM Singapore 2014 is Cerkamed's first foray into Asia, where the young Polish company will be presenting to Asian dentists its extensive range of products for the first time. Cerkamed is only 10 years old but has already built a reputation for innovative, quality products among its European clients. Among the innovative products Cerkamed will be exhibiting include the world's first endodontic cement produced using nanotechnology, MTA+, whose nano particles are three times smaller than particles found in standard endodontic cements.

Cerkamed will also be exhibiting the Endodontic Organiser which is operable with one hand, allowing the dentist to work with most materials for endodontic treatments without taking his eyes off the patient. The Endo Removal System will also be exhibited; it is an effective system for the removal of broken instruments from the root canal.

E9 Recorder

Italy

From Italy comes the latest edition to Euronda's range of sterilisation equipment. The new E9 Reorder is so stylish it would not look out of place sitting next to your new sound system in the living room. It's the first autoclave in the world with a luminous progress bar in the handle compartment that changes colour during the sterilisation cycle so you can check progress at a glance. It can also be controlled from a state-of-the-art E-Touch display. The Class B autoclave conforms to EN 13060 requirements and manages five type B cycles and three test cycles for effective sterilisation, while guaranteeing optimum water and electricity consumption and allowing you to make the most of each cycle to the maximum, using five trays and three containers.

Bespoke implant drills

France

The FFDM – PNEUMAT range of off-the-shelf endodontic range including implant burs and drills and endodontic instruments for the treatment of root canals and dental burs have been available in the Asian market for many years, under the brand name THOMAS from France. However at IDEM Singapore 2014, they will be showcasing their specialist know-how in the manufacturing of custom-built implant drills built to order for implant manufacturers.

ENDY NT2

France

IONYX is another first time exhibitor at IDEM Singapore 2014. Already well-established in Europe, Eastern Europe, and the Middle East, IONYX, like so many other dental companies, are looking to expand into Asia. Having recently started to sell their products in India and in the process of registering their products in China via an agent/distributor, IONYX are exhibiting at IDEM Singapore because according to their spokesperson, Evelyne Piodi, "IDEM Singapore will surely help us to meet the right contacts in the Asian dental market."

They will be introducing the new ENDY NT2, a standalone micromotor with built-in light intended for root canal preparation with nickel-titanium files. The holder has an LED light positioned under the contra angle to illuminate the operating field. The micromotor speed is adjustable from 250 to 1200 rpm and continuously controlled by the microprocessor. ENDY NT2 has 10 programmable memory settings which you can match to your file manufacturer parameters. The torque light bar shows you the force applied to the file and if the auto reverse option is selected when the desired torque is reached, the motor stops and then goes into slow-speed reverse to enable you to clear the instrument.

Twicare

France

French-based Medventiv, Twicare's manufacturer is another company new to Asia. Although they have ventured into Vietnam in the latter half of 2013, IDEM Singapore 2014 will be their first time showcasing their products to Asian dentists, particularly the new Twicare device. According to Medventiv's Export Manager Amandine Lamarre, "Europe is a crowded marketplace but Medventiv sees Asia as a land of challenges and opportunities."

Twicare is an orthopaedic apparatus ideal for Class II Treatment that is used to stimulate mandibular growth or to propel the mandible. It is intended for preventative and interceptive orthodontics, and for active retention. The Twicare's innovative and patented technology respects the dental anatomies by providing a high level of comfort for the patient and guaranteeing the complete safety of components. The device can be used in the normocclusion configuration it arrives in, or adjusted for anteroposterior or posteroanterior positioning with the specially design screwdriver provided.

The Twicare device comes in 10 sizes numbered from S1 to L3 and uses a colour code identification system. The device colours correspond to the colour of the storage case and the means of connection between the two gutters.

ADC-02 Hydraulic Portable Chair

United States

Regular exhibitors at IDEM Singapore for many years, Aseptico are well known to dentists and non-government organisations (NGOs) working in the developing world. Aseptico have been an acknowledged world leader in the manufacture of portable dental equipment since they released the AseptiMini, the first portable dental delivery unit in the early 1980s. They are back this year to debut their new ADC-02 Hydraulic Portable Chair and showcase the latest version of the AEU-525S Portable Delivery System which has many enhanced features including a LED micromotor, a scaler with light and an upgraded user interface.

Stefan Gefter, Aseptico's Director of I-OEM Sales, tells us, "All the self-contained Aseptico portable equipment will be demonstrated 'live' in the booth, enabling doctors to test functionality, including air and vacuum."

About IDEM Singapore

IDEM Singapore, a specialised dental trade fair accompanied by a professional congress, has developed since its premiere in 2000 into the No. 1 dental event in the Asia Pacific region. At IDEM Singapore 2014, participants will meet key

decision-makers, strengthen valuable contacts with customers and partners,
and explore the potential of an exciting growth market. For more information,
please visit: www.idem-singapore.com